



DIGITAL DISPLAYS
**INCREASE
PROFITS**
FOR **QUICK SERVICE
RESTAURANTS**



CONNECT WITH CUSTOMERS USING DIGITAL SIGNS



You recognize the importance of staying connected to customers through digital platforms. Signs are an essential part of your digital strategy. Overcome the challenges of gaining customers, increasing sales and improving customer loyalty by implementing digital signs at your store.

1 **Winning New Customers**
What will make customers choose you in such a highly competitive industry? An outdoor LED sign acts as a catalyst to pull impulse buyers inside your facility.

2 **Increasing Sales**
Interior and exterior digital signs create more touch points to influence purchases. Customers see and desire menu items that they didn't already have in mind.

3 **Keeping Customers Loyal**
Customers keep coming back because they enjoy the specialized, dynamic experience digital technology gives them.

Raising Cane's Omaha, Nebraska
80 lines x 150 columns 15.85 mm RGB
GS6 series

SOLUTIONS THAT DRIVE PROFITS

AN ONSITE LED SIGN STIMULATES UNPLANNED SPENDING

Trigger impulse buys with mouth-watering graphics running on your outdoor display. Attract customers when they have plenty of time to turn into your facility.



Dairy Queen Paducah, Kentucky
48 lines x 100 columns 19.8 mm RGB
GS6 series

INTERIOR DIGITAL SIGNAGE GENERATES SALES LIFT

In-store digital signage provides a more appealing menu that enables you to cross-sell bundles, combos and additional sides that will increase your customer's average basket size.



Stripes Convenience Stores Laredo, Texas
ADFLOW Indoor Menu Boards
LCD Displays

EXTERIOR DIGITAL SOLUTION BUILDS CUSTOMER LOYALTY

Amp up the customer experience with an outdoor digital menu board. Consistent indoor and outdoor menus build familiarity with your brand and enable quick selection at the drive-through.



Exterior Digital Menu Board

INVITE CUSTOMERS INSIDE WITH OUTSTANDING GRAPHICS

GALAXY® LED DISPLAYS

Our Galaxy® displays feature high resolution and contrast working together to provide the best-looking available graphics and animations.

GS6 Series

- › Available pixel pitches: 15.85 mm, 19.8 mm, 26.4 mm
- › Full color, monochrome red, or monochrome amber
- › Through-hole LEDs for longer viewing distance

GT6 Series

- › 10 mm full-color
- › SMD (surface mount devices) allows outstanding color blending even at short viewing distances
- › No color shift caused by LED shouldering means a wider viewing angle for your audience



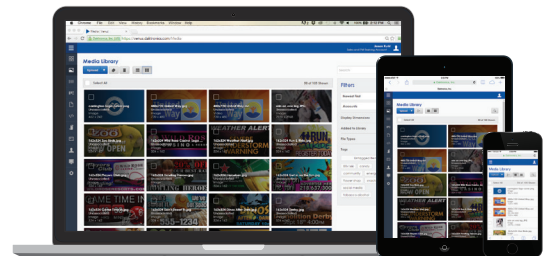
Burger King Columbia City, Indiana
48 lines x 120 columns 19.8 mm RGB
GS6 series

ARE YOU ALWAYS BUSY?

You can access the cloud-based Venus® Control Suite anywhere, anytime, from any device.

VENUS CONTROL SUITE SOFTWARE

- › Controls the Galaxy Series Displays
- › Provides an outstanding mobile experience
- › Fits any level of user from basic to expert
- › Powerful drag and drop, content tagging and scheduling functionality



FREE CONTENT FOR RESTAURANTS

Show great-looking graphics with free content created by professional digital artists—hundreds of templates with logo backgrounds of your most popular items in addition to free backgrounds in our standard media kit. Available at: Daktronics.com/Content



Coke background



Winter background



Pepsi background



Twitter prompt

EASILY AND QUICKLY CONNECT WITH THE FRONT-DOOR AUDIENCE

GALAXY® ECCB LED DISPLAYS

- › Affordable digital replacement for manual changeable copyboards
- › Dynamic, time sensitive messaging
- › Easy to update in any weather
- › Use existing cabinet and line power for current backlit copyboard
- › Five sizes available: 3' x 8', 4' x 6', 4' x 8', 5' x 8', 5' x 10'
- › Red text only



CONTROL FROM A MOBILE DEVICE WITH WI-FI ACCESS

Galaxy ECCB users control the display from a Wi-Fi ready mobile device using a web browser.

- › Easy operation for anyone with average computer skills
- › Predetermined font size, color, and style
- › Basic scheduling to run messages at different times of day
- › Templates for one to four lines of text options (dependant upon display size)
- › Capacity to create and schedule up to 18 messages
- › No need to download software



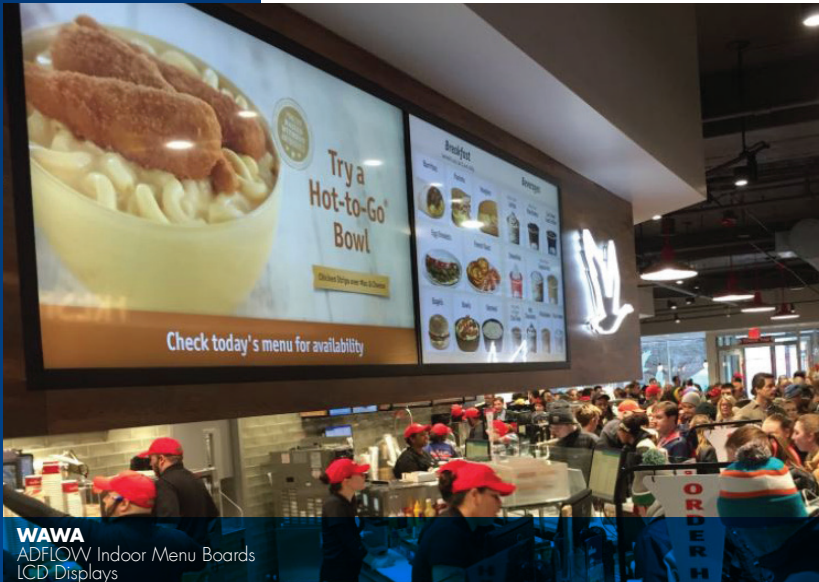
ENGAGE YOUR CUSTOMERS WITH DYNAMIC MENU BOARDS

IN-STORE ADFLOW NETWORKS SOLUTIONS

Indoor digital signage engages customers at multiple touch points.

Enhance your customers' experience with digital menu boards and feature boards, as well as video walls.

Change your menu and messaging throughout the day or promote special features and events.



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ADFLOW Indoor Menu Boards
LCD Displays

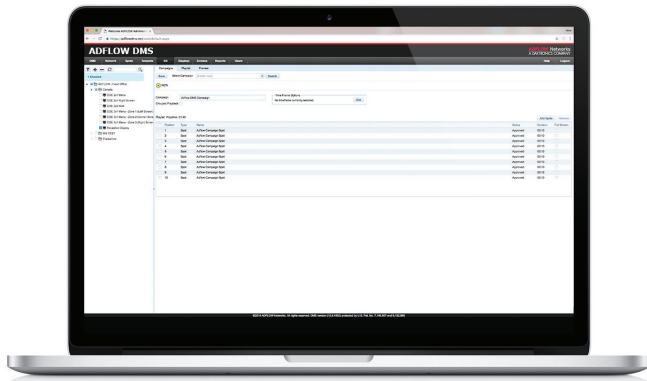
OUTDOOR ADFLOW NETWORKS SOLUTIONS

Provide a consistent digital experience outside by replacing static menu boards with ADFLOW's Outdoor Menu Board solution. Specialize your menu by showcasing specific food or beverage offerings based on the time of day or season.



CONTROL AT YOUR FINGERTIPS

DYNAMIC MESSAGING SYSTEM



ADFLOW DMSTM SOFTWARE

ADFLOW's patented cloud-based approach provides a worry-free, flexible solution that enables you to centrally control your entire digital network.

- › Upload and schedule content with just a few clicks.
- › Create day-parts for targeted content playback.
- › Customize workflows and approval processes.
- › Receive new software features automatically.
- › Use powerful, scalable hosted solution.

ACHIEVE BUSINESS OBJECTIVES WITH OUTSTANDING CONTENT

A digital display is only as good as its content. For that reason, we offer a creative strategy to help you achieve your business goals. We'll create a dynamic visual presentation experience for your customers by deploying multiple displays running synchronized content.



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